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**INTERNATIONAL EFFORT MIXES WOOL AND USED JUTE COFFEE SACKS
TO CREATE DESIGNER QUALITY RENEWABLE FABRICS**

American and Italian Engineers Helped Develop Technology

Quogue, New York, October 29, 2010...Entrepreneurs in New Zealand, the UK, Italy and the USA who share a commitment to develop environmentally friendly products have created WoJo™ a high-quality fabric for interior design. The recycled fabric is a combination of 70% New Zealand Laneve wool and 30% used jute coffee sacks. The new textile was unveiled on highly styled chairs at Starbuck’s in the UK in October. Participants in developing this project each received an award as part of The Campaign for Wool initiated by HRH Prince of Wales and The Society of British Interior Design.

WoJo™ started as the brainchild of Bernadette Casey, Director of The Formary in New Zealand. “Millions of tons of textile waste are dumped globally every year,” says Casey. “With over 90% of fabric able to be recycled we needed to find a way to close the loop from waste to desired new product. The first problem in this project,” adds Casey, “was to find a company to create machinery that could reclaim the jute coffee bags. We needed to return the bags to their original fiber then reuse them without their shredding.”

Casey turned to Dell’Orco & Villani in Capalle, Italy. The Company was well-known for its long history of manufacturing textile waste recycling equipment and fiber blending lines. Sergio Dell’Orco, along with his American partner and sales rep, Frank J. Levy, already had developed a break-through process for the separation of carpet face fiber from polypropylene backing thereby saving oil and helping to clear landfills. Their company, Post Consumer Carpet Processing Technologies® received the World ENERGY GLOBE Award in recognition of their contribution to sustainability.

“We are excited about the potential to extend the useable life of post industrial waste,” said Frank J. Levy, president of Stellamcor, Inc. and partner of Post Consumer Carpet Process Technologies®. With the US government dedicating funds to green their buildings it shows there is a growing market for recycled textiles. We look forward to working with additional companies interested in satisfying this need.”

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Companies that participated in the formation of WoJo™ include:

- [The Formary, Design company that works with corporations transforming their post-industrial waste into new and functional products. www.theformary.com](http://www.theformary.com)

- Dell’Orco & Villani, creators of the technology and manufacturers of the machinery that recycled the used jute and blended it with wool. www.dellorco-villani.it

- The New Zealand Trade and Enterprise, a government national economic development agency that connected international business and investors with this opportunity. www.nzte.govt.nz

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- Wools of New Zealand [suppliers of Laneve traceable wool. www.woolnz.com](http://www.woolnz.com)

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- Camira, a UK textile company recognized for product and environmental innovation. www.camirafabrics.com

- [The Campaign for Wool initiated by HRH The Prince of Wales](#)

- The Society of British Interior Designers www.sbid.org

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“We believe that WoJo™ is just the beginning of numerous opportunities,” says Levy. “If an entrepreneur has the vision, we have the capabilities to customize equipment that will meet a need for innovative applications. Manufacturing environmentally friendly textiles out of natural and renewable raw materials allows business people to be both profitable and socially responsible.”

For more information about designing new equipment to reuse renewable raw materials contact Frank J. Levy at fjlevy@stellamcorinc.com. For more information about WoJo [and post-industrial design services](#) contact Bernadette Casey at www.theformary.com

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